

Facebook Ads Budgets, Bidding & Schedules

Budgets, Bidding & Schedules

Facebook enables you to adjust your Facebook ads Budget, Bidding, Schedule, and Delivery all via your Ads Manager!

Your Facebook ad budget is the amount of money you want to spend on showing people your ads, while your bidding helps control your cost per result.

Budgets 101: <https://www.facebook.com/business/help/214319341922580>

When creating your ad, first select your Campaign Objective, then scroll down to **Campaign Budget Optimization**. Toggle it on.

Set your Campaign Budget to either **Daily** or **Lifetime**.

Campaign Budget Optimization

On ☒

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Daily Budget

\$100.00

USD

Actual amount spent daily may vary. ⓘ

Campaign Bid Strategy

Lowest cost

☒ Lowest cost

Get the most results for your budget

☐ Cost cap

Control your costs while getting the most volume of results for your budget

☐ Bid cap

Control your bid in each auction

Close

✓ All edits saved

Next

Campaign Budget Optimization

Campaign Budget Optimization distributes your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy.

Campaign Budget Optimization 101:

<https://www.facebook.com/business/help/153514848493595>

Here's a simplified example that shows how Campaign Budget Optimization spends your budget: <https://www.facebook.com/business/help/258714594633281>

Campaign Budget Optimization → Add Ad Sets

Facebook uses **Campaign Budget Optimization** to optimize and distribute more of the campaign budget to the highest performing ad sets!

So to get the most out of **Campaign Budget Optimization**, we will need to add AD SETS to our initial campaign we created.

1. Go to your Ads Manager
2. Toggle the checkmark next to the Campaign you want to add an Ad Set to
3. Click the Ad Set level tab
4. Click the green “+ Create” button

Campaign Budget Optimization → Add Ad Sets

The image shows two screenshots of the Facebook Ads Manager interface. The top screenshot shows the 'Campaigns' tab with a table of campaigns. The bottom screenshot shows the 'Ad Sets' tab with a table of ad sets. Red arrows and numbers indicate the steps to add ad sets to a campaign.

#1 - Navigate to your Ads Manager.

#2 - Checkmark the Campaign name you want to add an Ad Set to.

#3 - Click the Ad Set tab.

#4 - Click the Create button.

Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions
Traffic	In Review	Lowest cost	\$10.00 Daily		Link Click		
Traffic Ud	Active	Using ad set...	Using ad s...		519,143 Link Clicks	13,552,322	46,670,424

Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions
18-60	Active	Lowest cost	\$20.00 Daily		519,143 Link Clicks	13,552,322	46,670,424

Now you will create a new Ad Set to split test in this **Existing Campaign**.

Remember, target **ONE** variable per Ad Set. This is so you can tell which variable (Ad Set) is driving the best results.

Facebook Ads Manager interface showing the "New Ad Set - Copy" campaign.

Audience

Create New Audience Use Saved Audience ▼

Custom Audiences Create New ▼

Search existing audiences

Exclude

Locations

People living in or recently in this location

United States

United States

Include ▼ Search Locations Browse

Add Locations in Bulk

Age

18 ▼ 65+ ▼

Gender

All genders

Detailed Targeting

Include people who match ⓘ

Search Add demographics, interests or behaviors Suggestions Browse

Exclude

Detailed Targeting Expansion ⓘ

☐ Reach people beyond your detailed targeting selections when it's likely to improve

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

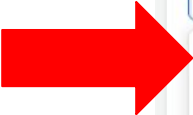
Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Discard Draft Publish

Budget Types

- **Daily Budgets:** The average amount you're willing to spend on a campaign every day.
- **Lifetime Budgets:** The amount you're willing to spend over the entire duration of your campaign.



Campaign Budget Optimization On ☒

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

☒ Daily Budget

☐ Lifetime Budget

[Show More Options](#)

Daily Budget

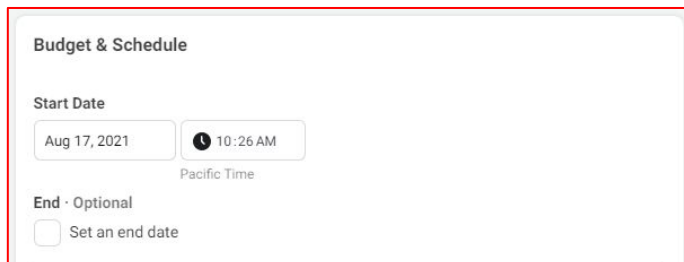
DAILY budgets have two schedule options you can select from on the **AD SET** level:

1. **DEFAULT: Run my ad set continuously starting today**
2. **Set a start and end date**

Unless I am running a promo or am helping a forgetful person build ads... I select the default, “no end date” option.

Why? Because I am constantly A/B split testing ad sets and ads, so I either toggle off losers or scale up the budget for winners! Split test EVERY variable you can!

EXAMPLE: I will split test an ad targeting 3 different countries via 3 different ad sets (one country per ad set), all under one campaign with CBO toggled on!



Budget & Schedule

Start Date

Aug 17, 2021 10:26 AM
Pacific Time

End - Optional

☐ Set an end date

Lifetime Budget

- Lifetime Budgets require you to set the “LIFETIME” date range under the “Budget & Schedule” section of the AD SET.



Campaign Budget Optimization On ☒

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Lifetime Budget ▼ \$700.00 USD

Campaign Bid Strategy

Lowest cost

[Show More Options](#) ▼



Budget & Schedule

Start Date

Aug 21, 2021 10:16 AM
Pacific Time

End

Sep 21, 2021 10:16 AM
Pacific Time

[Hide Options](#) ▲

Ad Set Spend Limits · Optional

None added

-



Lifetime Budget → Ad Scheduling

- Ad Scheduling is great if you know your target markets active time on Facebook or if you only want to target people when you are open.
- To find your users most engaged times, analyze your Facebook Page Insights, eCommerce purchase times/dates, etc.
- Your ads can be served in your ad account time zone OR your viewer's time zone.

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar contains navigation icons. The main content area shows a list of ad sets, with 'New Ad Set - Copy' selected. On the right, the 'Budget & Schedule' section is visible. The 'Start Date' is set to 'Aug 21, 2020' at '10:33 AM' Pacific Time, and the 'End' date is 'Sep 21, 2020' at '10:33 AM' Pacific Time. Below this, the 'Ad Scheduling' section is highlighted with a red border. It includes a checkbox for 'Run ads on a schedule' which is checked, and a dropdown menu set to 'Use viewer's time zone'. A text block explains that ads will be scheduled based on the viewer's time zone, with an example: 'For example, if you select 8am to 5pm, we'll only show your ads to people from 8am to 5pm in their local time.' Below this is a grid showing the scheduled hours for each day of the week. The grid has columns for 12am, 3am, 6am, 9am, 12pm, 3pm, 6pm, and 9pm. The rows represent the days of the week from Monday to Sunday. A legend at the bottom indicates that blue squares represent 'Scheduled hours'. The grid shows that ads are scheduled from 9am to 5pm on Monday through Saturday.

Search

New Campaign

New Ad Set - Copy

New Ad - Copy

New Ad Set

New Ad

New Campaign > New Ad Set - Copy > 1 Ad

Edit Review

Budget & Schedule

Start Date

Aug 21, 2020 10:33 AM Pacific Time

End

Sep 21, 2020 10:33 AM Pacific Time

Hide Options

Ad Set Spend Limits - Optional

Ad Set Spend Limits

Ad Scheduling

☒ Run ads on a schedule

Use viewer's time zone

We'll schedule your ads based on the time zone of the person seeing it. For example, if you select 8am to 5pm, we'll only show your ads to people from 8am to 5pm in their local time.

	12am	3am	6am	9am	12pm	3pm	6pm	9pm
Monday								
Tuesday								
Wednesday								
Thursday								
Friday								
Saturday								
Sunday								
Every Day								

Scheduled hours

Optimization & Delivery

The screenshot displays the Facebook Ads interface. On the left is a sidebar with navigation options: Home, Analytics, Ad Account, Campaigns, Ad Sets, and Ads. The main area shows the 'New Ad Set - Copy' configuration. The 'Optimization & Delivery' section is expanded, showing 'Optimization for Ad Delivery' with a dropdown menu set to 'Link Clicks'. A large red arrow points to this dropdown. To the right, there are three informational cards: 'Audience Definition' (showing a gauge from Specific to Broad), 'Estimated Daily Results' (stating results aren't available due to budget optimization), and 'Placements' (with 'Automatic Placements' selected).

Search

New Campaign > New Ad Set - Copy > 1 Ad

In Draft

Show More Options

Edit Review

Save This Audience

Placements [Learn More](#)

☒ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Optimization & Delivery

Optimization for Ad Delivery

Link Clicks

Landing Page Views
We'll deliver your ads to people who are more likely to click on your ad's link and load the website or Instant Experience.

Link Clicks
We'll deliver your ads to the people most likely to click on them.

Daily Unique Reach
We'll deliver your ads to people up to once a day.

Impressions
We'll deliver your ads to people as many times as possible.

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Optimization for Ad Delivery

In the “Optimization for Ad Delivery” section you will choose how you want Facebook to deliver ads to people based on what you're trying to achieve. Your selection affects who sees your ads. Each ad objective has varying ad delivery options, but the **default** selection for each is what Facebook has optimized that ad objective type for.

These optimization methods are typically CPM or cost per impressions (which is cost per 1000 views of your ad), or CPC, which is cost per link click or via CPA, with is cost per action such as app installs. I use the **default** setting for Ad Delivery typically as Facebook has more data than me, so you may know the saying, if it's not broke, don't fix it! But this is a worthy split test variable once you are to the fine tuning stage of split testing and just optimizing for the lowest price per action you are seeking.

Optimization for Ad Delivery

The “Optimization for Ad Delivery” options will vary for each Campaign Objective. Let’s take a look at the unique varying options at the Ad Set level for a few specific Campaign Objectives.

The screenshot displays the Facebook Ads Manager interface for configuring a new ad set. The left sidebar shows a navigation menu with options like 'New Campaign', 'New Ad Set - Copy', 'New Ad - Copy', 'New Ad Set', and 'New Ad'. The main content area is titled 'New Campaign > New Ad Set - Copy > 1 Ad'. The 'Optimization & Delivery' section is highlighted with a red arrow, showing the 'Optimization for Ad Delivery' dropdown menu set to 'Link Clicks'. Other visible sections include 'Audience Definition' with a gauge showing 'Specific' to 'Broad' and 'Potential Reach: 230,000,000 people', and 'Estimated Daily Results'.

Search

New Campaign > New Ad Set - Copy > 1 Ad

Edit Review

Show More Options

Save This Audience

Placements [Learn More](#)

☒ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Optimization & Delivery

Optimization for Ad Delivery

Link Clicks

Landing Page Views
We'll deliver your ads to people who are more likely to click

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Reach → Ad Set → Optimization & Delivery

🏠

📊

👤

😊

📅

✕

🔍

📁 New Campaign

📁 New Ad Set - Copy

📁 New Ad - Copy

📁 New Ad Set - Copy

📁 New Ad - Copy

📁 New Ad - Copy

📁 New Ad - Copy

New Campaign > New Ad Set - Copy > 1 Ad

Edit

Review

Save This Audience

Placements

Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Optimization & Delivery

Optimization for Ad Delivery

Reach

To help us improve delivery optimization, we may survey a small section of your audience.

Cost Control

\$X.XX

Facebook will aim to spend your entire budget and get the most 1,000 impressions using the lowest cost bid strategy.

Hide Options

Frequency Cap

1 impression every 7 days

When You Get Charged

Impression

Audience Definition

Specific

Broad

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

You will be required to set the **Frequency Cap** (the minimum number of days that should pass before someone sees your ad again) for the Reach campaign objective.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close

✓ All edits saved

Discard Draft

Publish

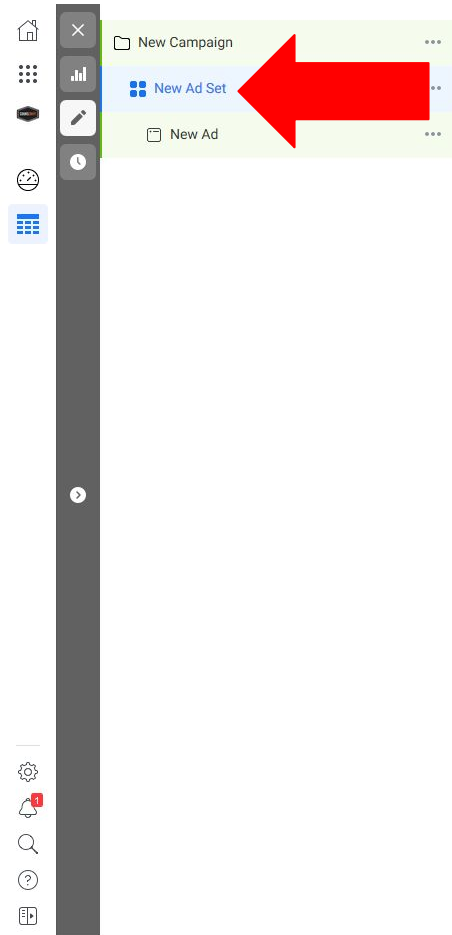
Video Views → Ad Set → Optimization & Delivery

The screenshot shows the Facebook Ads Manager interface for a video views campaign. The left sidebar contains a search bar and a list of campaign elements: 'New Campaign', 'New Ad Set - Copy', 'New Ad - Copy', 'New Ad', and 'New Ad'. The main content area is titled 'New Ad Set - Copy' and shows the 'Optimization & Delivery' section. The 'Optimization for Ad Delivery' dropdown is set to 'ThruPlay'. A red box highlights the 'ThruPlay' option, and a red arrow points to it from a text box on the right. The 'ThruPlay' option is described as: 'We'll deliver your ads to help you get the most completed video plays if the video is 15 seconds or shorter. For longer videos, this will optimize for people most likely to play at least 15 seconds.' The '2-Second Continuous Video Views' option is also visible, described as: 'We'll deliver your ads to get the most video views of 2 continuous seconds or more. Most 2-second continuous video views will have at least 50% of the video pixels on screen.' The right sidebar shows 'Audience Definition' with a 'Broad' selection and 'Estimated Daily Results'.

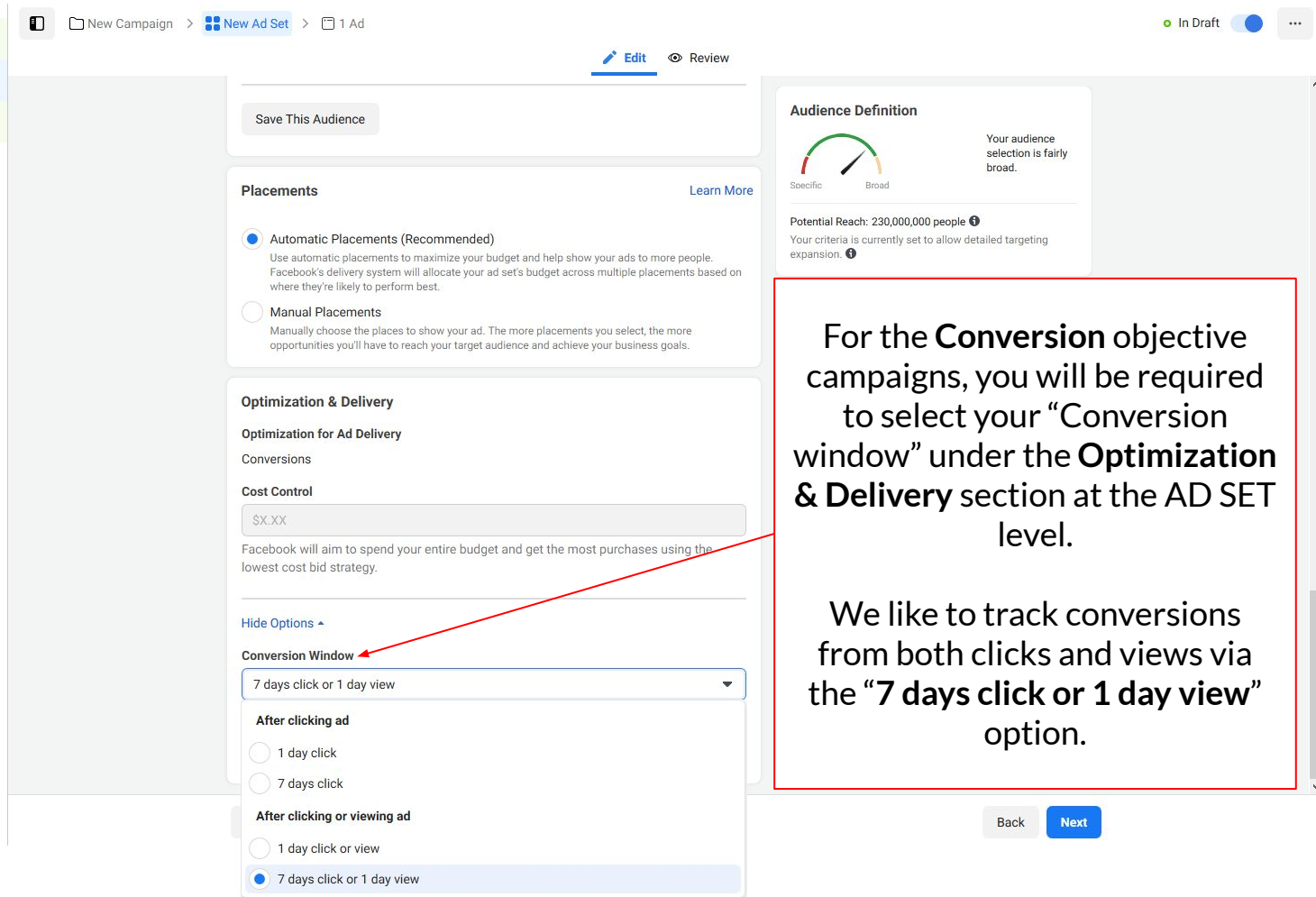
ThruPlay is an optimization and billing option for the Video Views campaign objective. ThruPlay allows advertisers to optimize and choose to pay only for ads that are played to completion (for short videos), or for at least 15 seconds (for longer videos). I see the best return on my clients ad spend selecting this option!

By clicking the 'Publish' button, you agree to Facebook's Terms and Advertising Guidelines.

Close ✓ All edits saved Discard Draft Publish



The sidebar navigation menu on the left includes icons for Home, Analytics, Campaigns, Ad Sets, Ads, and a search icon. Below these are icons for Settings, Notifications, Help, and a profile icon. A red arrow points from the 'New Ad Set' button in the 'New Campaign' section to the main content area.



The 'New Ad Set' configuration page shows the following sections:

- Save This Audience**: A button to save the current audience.
- Placements**: A section with two options:
 - ☒ **Automatic Placements (Recommended)**: Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
 - ☐ **Manual Placements**: Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.
- Optimization & Delivery**: A section for configuring the ad's delivery.
 - Optimization for Ad Delivery**: Set to **Conversions**.
 - Cost Control**: A field for budget, currently showing '\$X.XX'. Below it, text states: 'Facebook will aim to spend your entire budget and get the most purchases using the lowest cost bid strategy.'
 - Hide Options**: A link to expand the section.
 - Conversion Window**: A dropdown menu currently set to '7 days click or 1 day view'. Below it, there are two sections:
 - After clicking ad**: Two radio button options: '1 day click' and '7 days click'.
 - After clicking or viewing ad**: Two radio button options: '1 day click or view' and '7 days click or 1 day view' (which is selected).

On the right side of the page, there is an **Audience Definition** section with a gauge showing 'Your audience selection is fairly broad.' and 'Potential Reach: 230,000,000 people'. Below this, a text box states: 'Your criteria is currently set to allow detailed targeting expansion.'

At the bottom right, there are 'Back' and 'Next' buttons.

For the **Conversion** objective campaigns, you will be required to select your “Conversion window” under the **Optimization & Delivery** section at the AD SET level.

We like to track conversions from both clicks and views via the “7 days click or 1 day view” option.

Facebook Ad Bidding

Facebook Ad Auction

The first thing you need to understand to master bidding on Facebook Ads is that your ads are all part of an “auction”.

When you’re creating a new Facebook ad campaign, you are joining a GIANT, worldwide auction and bidding to show your ads to your specified targeting group.

Facebook Ad Bidding

Facebook ad bidding strategy is often debated online. Should I use auto-bidding or bid myself?

Sadly... there is no right or wrong answer! But my philosophy is THREE things:

1. Facebook has pumped billions of dollars and ads through their platform... their algorithms and automatic bidding (the default) system is very optimized, but worth double checking.
2. If you have a limited budget, limit your bid cap price! But know, this will limit your impressions (times your ad is shown).
3. If an ad proves it has a high conversion and ROAS (return on ad spend), manually set the cost cap the highest you can (while still profitable for each conversion) to assure your ad appears in front of your desired audience and you are profitable!

Campaign Bid Strategy → Lowest Cost

The default Campaign Bid Strategy is **Lowest Cost**, which is Facebook's automatic bidding option I use for nearly all our clients ads.



Campaign Budget Optimization

On ☒

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Daily Budget ▾

\$100.00 USD

Actual amount spent daily may vary. ⓘ

Campaign Bid Strategy

Lowest cost ▾

☒ Lowest cost

Get the most results for your budget

☐ Cost cap

Control your costs while getting the most volume of results for your budget

☐ Bid cap

Control your bid in each auction

Close

✓ All edits saved



Campaign Bid Strategy → Cost Cap

You can manually adjust your average cost per goal (for example, cost per click) by changing the Campaign Bid Strategy to: **Cost Cap**



Campaign Budget Optimization On ☒

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Daily Budget USD

Actual amount spent daily may vary. ⓘ

Campaign Bid Strategy

Lowest cost

- ☒ **Lowest cost**
Get the most results for your budget
- ☐ **Cost cap**
Control your cost while getting the most volume of results for your budget
- ☐ **Bid cap**
Control your bid in each auction

Close ✓ All edits saved

Navigation sidebar with icons for Home, Campaigns, Ad Sets, Ads, and a sidebar menu. The main menu shows:

- New Campaign
- New Ad Set
- New Ad

Facebook Ad Setup Interface

Top navigation: New Campaign > New Ad Set > 1 Ad

Buttons: Edit, Review

Section: Show More Options

Save This Audience

Placements

- ☒ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- ☐ Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Learn More

Optimization & Delivery

Optimization for Ad Delivery

Link Clicks

Cost Control

\$2.00 USD

average cost per link click

Facebook will aim to get the most link clicks and for the average cost to be no more than \$2.00 using the cost cap bid strategy.

Hide Options

When You Get Charged

Impression

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Close All edits saved

Back Next

COST CAP = Average bid cost

Your ad will appear in ad auctions with bids above AND below your set average cost ("Cost Control").

Campaign Bid Strategy → Bid Cap

You can manually adjust your MAX bid by changing the Campaign Bid Strategy to:

Bid Cap



Campaign Budget Optimization

On ☒

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Daily Budget USD

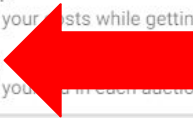
Actual amount spent daily may vary. ⓘ

Campaign Bid Strategy

Lowest cost ▼

- ☒ Lowest cost
Get the most results for your budget
- ☐ Cost cap
Control your costs while getting the most volume of results for your budget
- ☐ Bid cap
Control your bids in each auction

Close ✓ All edits saved



BID CAP

=

Max bid

Your ad will not show if the ad auction bid is greater than your bid cap ("Bid Control").



New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Show More Options ▾

Save This Audience

Placements [Learn More](#)

- ☒ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- ☐ Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Optimization & Delivery

Optimization for Ad Delivery

Link Clicks ▾

Bid Control

\$2.00 USD

maximum bid in each auction

Facebook will aim to get the most link clicks without bidding more than \$2.00 in any auction using the bid cap bid strategy.

Hide Options ▲

When You Get Charged

Impression ▾

Close ✓ All edits saved

[Back](#) [Next](#)

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

In Draft

For max ad exposure, set this bid cap as high as you are comfortable with (and still profitable with).

For limited budgets, lowering this bid cap will limit your reach.

Instead, we suggest leaving the campaign set on the default bid strategy of **"Lowest Cost"**.

Cost Cap vs. Bid Cap

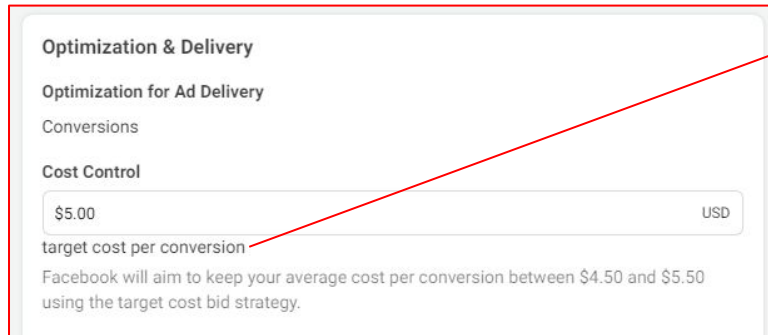
- Use **Cost Cap** if you have a specific cost goal. If you don't set one, Facebook's ad system will focus on spending your entire budget and getting the most results. By setting a cost control, you're telling Facebook which results to spend budget on.
- Use a **Bid Cap** if you want to control your maximum bid in every auction. If you don't set one, Facebook's ad system will focus on spending your entire budget and getting the most results. By setting a bid control, you're telling Facebook how to bid on results.

<https://www.facebook.com/business/m/one-sheeters/facebook-bid-strategy-guide>

Campaign Bid Strategy → Target Cost

For your Conversion objective campaigns, you can select **Target Cost** as the “Campaign Bid Strategy.”

Facebook will aim to keep your average cost per conversion near your set Cost Control t the AD SET level.



Optimization & Delivery

Optimization for Ad Delivery

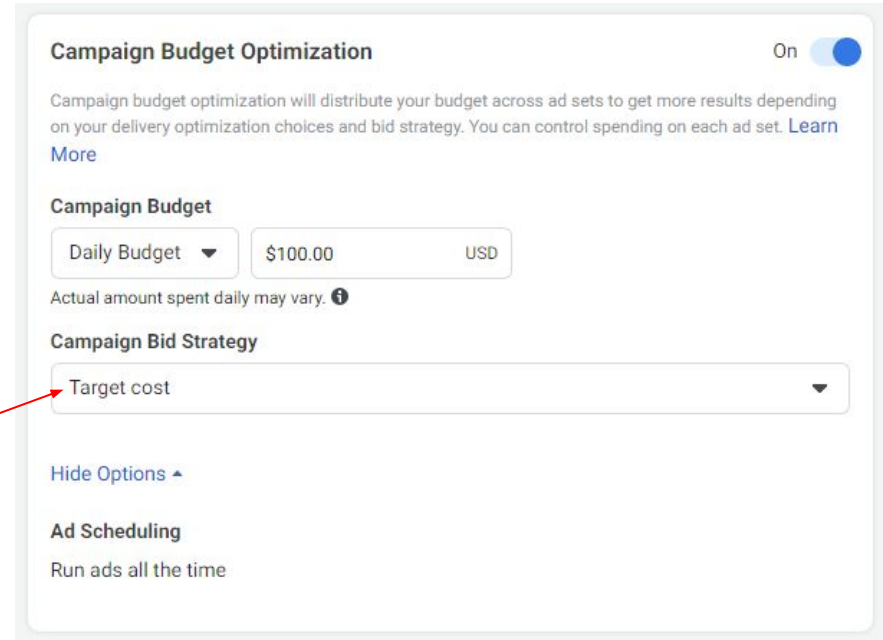
Conversions

Cost Control

\$5.00 USD

target cost per conversion

Facebook will aim to keep your average cost per conversion between \$4.50 and \$5.50 using the target cost bid strategy.



Campaign Budget Optimization On

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Daily Budget \$100.00 USD

Actual amount spent daily may vary. ⓘ

Campaign Bid Strategy

Target cost

[Hide Options](#)

Ad Scheduling

Run ads all the time

Your Final Cost $\neq$ Your Set Bid

- Auto bidding targets the cheapest bidder (i.e. “Lowest Cost”).
- Manual bidding should ONLY be used when you KNOW your Cost Per Action and are willing to bid/pay that for a higher quality user (i.e. a user less likely to click on Facebook ads and therefore not delivered ads often unless the advertiser is willing to PAY more to do so.)
- For example, if you need to spend less than \$20 per conversion to still make a profit (based on your products profit margin), **Cost Cap** bidding is a great option to test for your next Conversion campaign! While your bid may be set at \$20, Facebook is seeking the most results with your budget, which may come in at a final cost of \$19 or \$21 per conversion... remember, **Your Final Cost $\neq$ Your Set Bid!**

Facebook Delivery

Delivery on Facebook means they have shown your ad to someone in your target audience. Facebook delivers your ad to the people most likely to get you the result your campaign is optimized for AND at the cheapest cost possible.

Two delivery types you can choose for your ad set include:

- **Standard (DEFAULT)**
- **Accelerated**



Campaign Budget Optimization

On ☒

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Lifetime Budget ▼

\$700.00 USD

Campaign Bid Strategy

Bid cap ▼

[Hide Options ▲](#)

Ad Scheduling

Run ads all the time

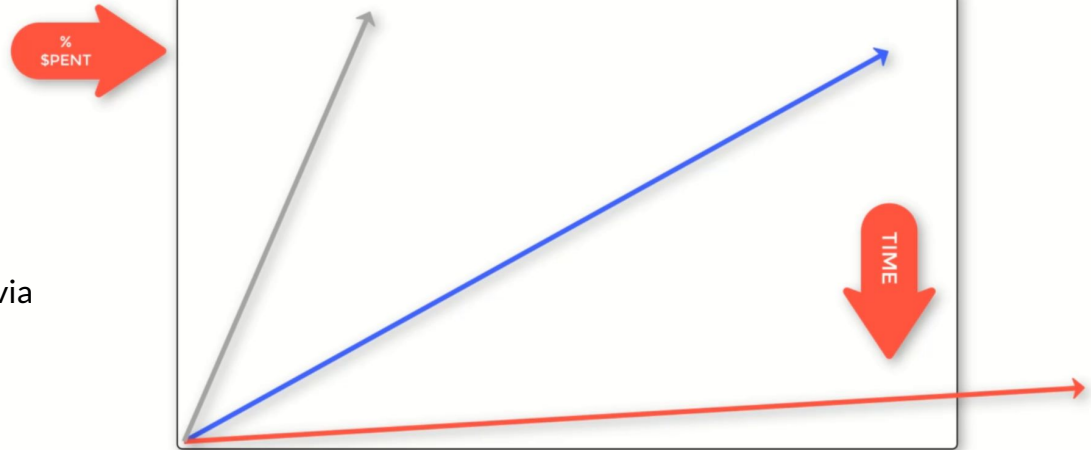
Delivery Type

☐ Accelerated
Spend your budget and get results as quickly as possible

Standard vs. Accelerated Example

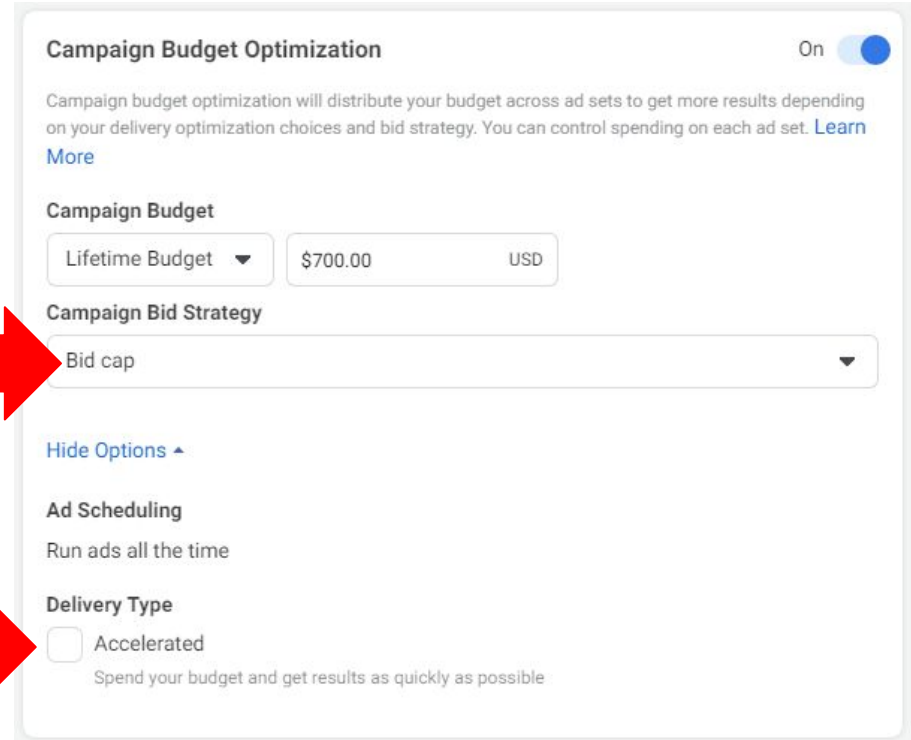
EXAMPLE: Each line represents an Ad Set with a \$15 budget. The X axis is time and Y axis is percent of budget spent.

- So look at the top gray line. This is an example of spending your budget on an **Accelerated** delivery schedule.
- The middle blue line is an example of spending your budget optimally each day via **Standard** delivery.
- Then the bottom **red** line is an example of spending your budget too conservatively and underbidding/not using your entire budget, therefore not delivering your ad to many people in your target market.



Delivery Type → Accelerated

- Select the Campaign Bid Strategy “Bid cap” in order to be able to select **Accelerated** as your Delivery Type.



Campaign Budget Optimization On ☒

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Lifetime Budget ▼ \$700.00 USD

Campaign Bid Strategy

Bid cap ▼

[Hide Options ▲](#)

Ad Scheduling

Run ads all the time

Delivery Type

☒ Accelerated
Spend your budget and get results as quickly as possible

Two red arrows point to the 'Bid cap' dropdown and the 'Accelerated' checkbox.

Delivery Type → Standard

- My go to selection (and best return on ad spend), is the default, Daily Budget, Campaign Bid Strategy “Lowest cost”, and the default Delivery Type.

Campaign Budget Optimization

On ☒

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Campaign Budget

Daily Budget ▼

\$100.00 USD

Actual amount spent daily may vary. ⓘ

Campaign Bid Strategy

Lowest cost ▼

[Hide Options](#) ▲

Ad Scheduling

Run ads all the time

